



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

This week Governor Janet Napolitano will lead a delegation to Canada to help boost tourism and business opportunities between Arizona and Canada. AOT is honored to be a part of the delegation and looks forward to strengthening our already great partnership with Canada. Our northern neighbor is Arizona's second largest international tourism marketing segment, accounting for more than 496,000 visitors in 2006. In fact, Canadian visitation has grown an impressive 95 percent since 2002 and in comparing the growth between 2005 and 2006; the Grand Canyon State outpaced the rest of the nation, including old favorites like Florida, New York and California, as a premier vacation destination.

Additionally, the strengthening Canadian dollar is causing increased spending, which is contributing greatly to our economy. Last year, Canadian visitors in Arizona spent more than \$479 million and this number has grown 180 percent since 2002. This trade mission offers us a tremendous opportunity to continue to build upon this already great partnership and expand any new opportunities that can be beneficial to both countries.

Have a great week.

Margie A. Emmermann  
Director  
Arizona Office of Tourism

## **AOT News Flash**

### **AOT Online Research Section Has Been Updated**

AOT has updated the Research Section of the business-to-business Web site, [www.Azot.gov](http://www.Azot.gov). Visitors to the site can now find updated information on National Park Visitation for September 2007 and Year to Date, Airport Passenger Volume for August 2007 and Year to Date, and County Lodging Trends for 1998 to 2006. All information can be accessed at [www.Azot.gov](http://www.Azot.gov).

## **Trippin' with AOT**

### **AOT Represented at MLT University**

AOT Travel Industry Marketing Specialist Kristy Swanson, recently traveled to St. Paul, Minn. to attend MLT University, an event sponsored by MLT Vacations the package travel operator for Northwest Airlines. MLT University is designed to educate MLT's preferred travel agents on product offered in their wholesale programs. This year AOT was able to share a booth with the Metro Tucson Convention and Visitor Bureau (CVB) and the Loews Ventana Canyon Resort. Also in attendance were The Greater Phoenix CVB, The Scottsdale CVB, The Pointe Hilton Resorts, The Sheraton Wild Horse Pass Resort & Spa, The Westin Kierland Resort & Spa and the Sunny Arizona Delegation. The entire delegation was able to conduct pre-show sales calls and met with more than 500 travel agents during the three-day period. For more information please contact Kristy Swanson at 602-364-3969 or via e-mail at [kswanson@azot.gov](mailto:kswanson@azot.gov).

## **Industry News**

### **Tourism Promotion Bill Gaining on Capitol Hill**

With two versions of the legislation pending in the House and Senate, the Travel Industry Association says the Travel Promotion Act is gaining support in Congress. The House version (H.R. 3232) now has 90 co-sponsors, while a total of 20 co-sponsors have signed on to its companion in the Senate (S. 1661). The legislation, largely due to heavy lobbying by the industry, as been "growing sponsorship every day," TIA President and CEO Roger Dow told a press briefing Tuesday. TIA said the increase in support was largely due to the annual Travel Leadership Summit, which was held in Washington Sept. 26-27. Nearly 600 travel industry representatives participated in the event during which they lobbied lawmakers on Capitol Hill. Passage of the Travel Promotion Act of 2007 is a top priority for the industry. (*Travel Weekly.com*)

### **Sipaulovi Village Conservation and Tourism Education Project Receives Grant from Tourism Cares Non-Profit**

Sipaulovi Village, located on Second Mesa in present-day northeastern Arizona, has been continuously occupied and culturally active since it was established in the late 1600s. The Sipaulovi Development Corporation was established by the Hopi Nation village of Sipaulovi to create and implement sustainable tourism and economic development projects while maintaining their current ways of life. The grant offered by Tourism Cares will help the village conserve and restore the *kachina* resting places, walls, and trails, while educating local residents and the traveling public about the tribe's significant history and cultural stories.

Tourism Cares is a non-profit public charity that mobilizes the travel and tourism industry to give back to society through grants to natural, cultural and historic sites worldwide; through academic and service-learning scholarships for students of hospitality and tourism; and through the organization of volunteer efforts to clean up and restore tourism-related sites in need of care and rejuvenation. For additional information about Tourism Cares, please visit [www.tourismcares.org](http://www.tourismcares.org)

### **Airlines Carried Record Number Passengers in July**

U.S. airlines carried 72.2 million scheduled domestic and international passengers on their systems in July, a record high for a single month and 2.2 percent more than the previous record of 70.6 million in July 2005, according to figures released by the Department of Transportation's Bureau of Transportation Statistics. U.S. airlines carried 63.2 million domestic passengers and 8.9 million international passengers in July, both new records. Load factors in July reached an all-time high for combined domestic and international system flights, at 86.0 percent, topping the previous high of 85.8 percent in June. (*Special to TA*)

### **Tailoring Messages to a New Audience: Baby Boomers**

"Young Love," the longtime siren song of Madison Avenue, is being remixed as marketers increasingly turn their attention to consumers born when "45" meant music rather than the number after 44 and "Apple" meant fruit. The former Olympian Mary Lou Retton endorses artificial hips and knees for older consumers wanting to remain active. Harley-Davidson, the motorcycle company, is participating in a More magazine conference to connect with women over 40. The ardor for younger consumers has lasted for decades, says an article in the advertising column of The New York Times, fueled by perceptions of them as being more likely to try new products and change brands and to spend almost every penny they make. Older consumers, by contrast, were less desirable because they were deemed to be shoppers with entrenched habits who lived sedentary, frugal lives. The arrival of the baby boomers – the 76 million Americans born from 1946 to 1964 – into the upper age brackets is the leading reason for the shift in opinions about older consumers. Free-spending boomers think young, to quote from a Pepsi-Cola slogan of their era, regardless of how old they actually are. "It's a demographic group that's too big and too rich to ignore," said Jerry Shereshevsky, chief executive at Grandparents.com in New York, which publishes an e-mail newsletter and a Web site. Another reason for the change is that consumers in their 60s, 70s and 80s are behaving differently from their counterparts in previous decades, particularly in their willingness to travel, dine out and adopt new technologies.

### **Study: Online Ad Marketplace to Exceed \$61b by 2012**

Online publishers will need to offer increasingly innovative ways for marketers to reach their audiences if they want to keep their share of ad dollars as new formats such as social media continue to emerge over the next five years, said the author of a new Web marketing report from Forrester Research. "The U.S. Interactive Marketing Forecast," released this week, paints a picture of an online ad marketplace not only booming in dollars spent – more than \$61 billion – by 2012, but becoming more evenly distributed among the many available channels says Online Media Daily. The practice of siphoning the lion's share of one's Web ad spending into a single channel – be it email, search or display – will disappear as corporate America aligns its spending with the public's media habits, said the report. "In years past, interactive marketing spend grew largely due to novelty or from dot-com flame-outs dumping dollars into a single interactive channel – first display ads, then e-mail, and now search," the report said. "But interactive marketing growth over the next five years will be driven by mainstream businesses that embrace the unique value of interactive tools that engage customers in new ways." For online media, this means keeping pace with innovation to continue to grab a share of an increasingly well-distributed marketing spend.